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TUESDAY, MARCH 12, 1946

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## TOY FAIR: DREAMS OF A GIRL AND A BOY COME TRUE



Valerie Kagan putting her doll to sleep in a reproduction of an early American bed

## THE TOYS OF PEACE ARE COME TO TOWN

### 2,500 Buyers at the 43d Fair Prepare for the Biggest Christmas in Years

By LUCY GREENBAUM

There were no dolls that winked and cried "mama" or electronically controlled miniature trains that raced around tracks, or rubber balls that bounced to the beams in the toylands of New York department stores yesterday. The dolls and games and stuffed animals that sat glumly in showcases seemed to know they were only substitute toys and that their days were numbered.

If they wanted proof, it was in town. New York was invaded by thousands of toys—former peacetime playthings made of rubber and metal and a horde of bright, shiny, whizzing newcomers that never before appeared in a playroom. The Forty-third American Toy Fair opened literally with a bang—from toy submarines firing torpedoes at miniature aircraft carriers and from model metal machine guns.

As though they were entering fairyland, a record number of 2,500 wholesale and retail buyers wandered through rooms on seven floors at the Hotel McAlpin and Hotel Breslin and permanent showrooms at 200 Fifth Avenue, as well as other buildings in which the exhibits were located, to place their long-desired orders.

Before the fair closes on March 23 it is estimated that 4,000 buyers, representing the largest retail organizations as well as smaller merchants throughout the country, will have jammed through packed corridors to view such marvels as jet-propelled airplanes with seven-inch wingspreads, and crystal-built miniature radio sets, which are among the 100,000 models from which the industry plans retail toy sales of \$240,000,000 in 1946, a 30 per cent increase over 1945. This trade show, sponsored by the Toy Manufacturers of the United States of America, is the largest one ever held.

They'll Be Here Christmas

The general public will not get a chance to view most of the toys until late fall or winter although some items like the trains that are electronically controlled, with locomotives that puff out white smoke rings, are today on their way to dealers. Manufacturers said they hoped to ship 10 per cent of production by summer and 90 per cent before Christmas for one of the greatest holiday toy seasons in history.

Until the holiday season, however, boys and girls can dream. They can picture themselves sailing through the streets on streamlined aluminum scooters, light as feathers, or speeding down icy hills on aluminum sleds, or skimming the sidewalks on roller-skates that are aluminum even to the wheels.

It is a safe bet that children will own cars before their parents do. On display yesterday was an amazing new toy, a thirteen-inch model of a streamlined automobile, complete with rivet construction, rubber tires, chrome front and rear metal bumpers, chrome headlight rims, leatherette upholstery and plastic lenses.

Within a few months girls will have dolls with movable eyes and voices and double-decker cribs in which to rock them, as well as such long-absent doll-house furniture as tea kettles, hurricane lamps and andirons.

Little boys will have steel sand-diggers to yank up the earth, "atomic" planes to zoom around their rooms, miniature walkie-talkies, scooters shaped like bombs, and sets that will teach them the fundamentals of electricity.

Both boys and girls will have miniature musical instruments, like guitars and xylophones and pianos and cowboy and cowgirl costumes and miniature farm machinery and gardening equipment, as well as a variety of metal, wood and cardboard games and hobby activities such as clay sculpture and tapestry weaving.

Materials are still critical, according to many of the 700 exhibitors who are taking part in the fair. Wood is very scarce and textiles for dolls' clothes are difficult to get, as well as real hair for their wigs, which formerly came from China. Although sample velocipedes and roller skates were displayed, for example, inability to obtain sufficient steel may limit their production for many months.

With the removal of toys, except wheel goods, from price control, there was evidence of some "evening up" of quotations at the fair.



Kenneth Hayes riding a galloping horse

The New York Times

## U. S. STEEL EXPANSION CITED IN WAR RECORD

The United States Steel Corporation published yesterday an illustrated history of its wartime production, with an expression of hope for "an equally important role in the building of a better world."

The company's share of 161,000,000 tons of steel of the 467,000,000 produced in the United States in the five years ended on July 31, 1945, surpassed that of any other American steel concern. Annual production of the industry and of the company at the peak of war work increased 70 per cent over 1939.

It was providential for the nation," Irving S. Olds, chairman of the board, declared, "that United States Steel had been enlarging and modernizing its equipment during the lean years from 1929 onward. With incredible rapidity our industry changed from a peace footing to a mighty arsenal that more than doubled the nation's industrial output and produced over \$186,000,000,000 of planes, ships, guns and other war material in five war years."

The corporation's expansion program cost \$600,000,000 from 1929 to 1940, Mr. Olds said.

### PLAN DINNER TO IVES

Legislators to Honor Retiring Veteran of 17 Sessions

Special to The New York Times.

ALBANY, March 11—Members of the Legislature of all political parties will join on March 20 in a testimonial dinner to Irving M. Ives, leader of the Republican Majority in the Assembly, who announced early in the session that he is contemplating retiring from the Albany scene after serving seventeen consecutive sessions.

Mr. Ives has been mentioned prominently as the likely Republican candidate for the United States Senate this fall, and, while there has been no announcement, it is known that many members of the Legislature feel that in tendering this dinner they are placing their support behind the "draft" movement for him.

Albany's largest ballroom seats about 500 for dinner and this has been engaged for the affair. To make possible the widest possible representation from the Legislature, Assemblyman D. Mallory Stephens, committee chairman, has ruled that only those actually working may attend.

### COLUMBIA GIFTS LISTED

\$11,000 Is Added to the Fund for American Press Institute

The American Press Institute has received new gifts totaling \$11,000, of which \$10,000 came from THE NEW YORK TIMES, Dr. Frank D. Fackenthal, acting president of Columbia University, announced yesterday. The university received altogether thirty-four money gifts, totaling \$61,665.

The chemistry department received \$9,500 for research work on the chemistry of starch and \$515 was given for a memorial to Prof. Robert E. MacAlarney, a member of the School of Journalism's original faculty in 1912.

## Give!

Long years of malnutrition, inadequate housing and insufficient clothing combine to form an ever-present threat of epidemic in war-ravaged Europe today. To combat disease the American Red Cross sends medical units containing sufficient medicines for 100 men for a three-month period. These units cost \$285. Your contribution to the 1946 Red Cross fund campaign will help provide these medical units and maintain health.

The New York City quota this year is \$10,500,000. Make your contribution to your local Red Cross Chapter or to the Red Cross 1946 Fund campaign headquarters, 130 West Forty-second Street, New York, 18, N. Y.

## FISHER ESTATE LOSES \$1,018,000 TAX CASE

Special to The New York Times.

WASHINGTON, March 11—Executors of the estate of Fred J. Fisher of Detroit lost when the Supreme Court held today that a distribution of 43,300 shares of General Motors stock to Mr. Fisher amounted to a dividend taxable under the Federal income levy.

The Commissioner of Internal Revenue, sustained by Justice Hugo Black's opinion, ruled that about \$1,018,000 in taxes should have been paid on the stock, which was valued at \$1,723,881. No tax was paid.

The lower courts had agreed with the executors.

The distribution was made in 1934 by the Senior Investment Corporation, organized in 1929 by Mr. and Mrs. Fisher. They made a joint tax return, but did not report the distribution as income. They argued that, since the investment corporation showed a book deficit for 1934, the distribution was a "capital distribution" and was not taxable.

The Government, however, said that the Fishers paid for their Senior investment shares with securities costing \$14,500,000, but increasing to a market value of \$88,000,000 by 1929.

The Fishers used a computation based on \$88,000,000. The Commissioner decided that the \$14,500,000 was the proper base; that use of it would show a surplus for 1934, and that the distribution was a taxable dividend from "earnings or profits."

### IRISH WHISKY ARRIVES

Supplies for St. Patrick's Day Largest in Recent Years

Irish whisky will be more plentiful for St. Patrick's Day celebrations this year than at any time since the outbreak of the war, importers declared yesterday. A shipment of sixty hogsheads or approximately 24,000 bottles of John Jameson Irish whisky, imported by W. A. Taylor & Co., came in yesterday.

Importers of Irish whisky, however, said that their product, like other scarce whiskies, would remain on the ration list for some time as far as retailers were concerned. They emphasized that even with the arrival of the recent consignments there was still far from enough to go around.

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The New York Times

## GENERAL ELECTRIC FIGHTS TRUST

Opens Defense of in Lamp Industry as U.

Resumes Old Action

## 100 OTHER CONCERN

Federal Attorney Calls G

'All-Embracing Monopol

in Bulb Business

By WILL LISSNER

Special to The New York Times.

TRENTON, N. J., March 12—The General Electric Company opened its defense of its position of leadership in the incandescent lamp industry as the Government resumed today its anti-trust suit against the corporation and other concerns in the industry before Federal Judge Phillip Forman here. The hearing, which was begun in 1942, was halted four days ago.

Whitney N. Seymour, counsel for General Electric, said the company would try to show by witness that it had gained and maintained its position of leadership by continuing research, engineering, development and competitive enterprise that doubled the performance of the electric light bulb while reducing the price to the consumer to 6 per cent of the original price.

Government Charges Revi

Leonard J. Emmerglick, s

assistant to United States At

torney General Tom Clark, w

presenting the Government, reviewed the contentions the company has tried to prove by exhibits. These are that G

Electric controlled the manu

ture and sale of all electric

bulbs made in the United S

nearly 88 per cent of all bulb

here, and that it is an "all-embracing monopoly" controlling manu

facture, distribution and sale

of incandescent lamps in the

United States and participating

the division of world trade

through international agreements with foreign producers.

Mr. Seymour opened the company's case by trying to show

the practices of which the G

overnment complained in the

same or substantially the

as the practices of the co

before 1926, when the

States Supreme Court unani

decided an anti-trust suit

company's favor.

After moving for dismis

the action on the ground th

Government was trying to

gate issues settled by the